



Navitaire Announces Stratos Launch Customer





THE FACTS

On 16 December 2025, Navitaire (an Amadeus company) announced TUI Airlines as the launch customer for Navitaire Stratos, its modern airline retailing platform targeted at low-cost (LCC) and hybrid carriers. According to T2RL data, TUI Airlines Group operates five airlines, which together carry approximately 23.3 million passengers annually.

THE ANALYSIS

Positioned as the successor to New Skies, the PSS platform Navitaire has provided for nearly two decades, the availability of Stratos was first announced on 5 November 2024. That it has taken Navitaire more than a year to name a Stratos launch customer is unsurprising given the low-cost carrier and hybrid airline segment Navitaire serves. These are some of the industry's leanest operators, for whom change is driven strictly by commercial necessity. As a result, T2RL expects the uptake of Stratos to accelerate, as existing New Skies' contracts approach the ends of their terms.

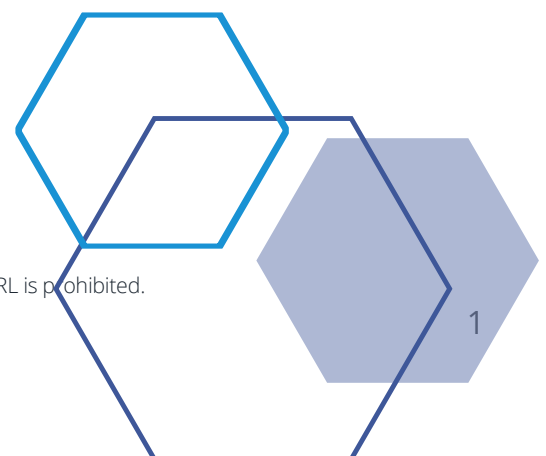
T2RL believes Navitaire's LCC base gives Stratos an advantage in the era of OOSD. Unlike traditional network airlines most LCCs are ticketless, meaning the booking record already acts as the persistent order record. The leap to ONE Order centric retailing is not vast.

Navitaire enters this new phase in a dominant market position, with around 80 airline contracts including most of the biggest LCCs. Its success has rested on a close fit with customer operating models and a reputation for pragmatism and platform flexibility. TUI has been a Navitaire customer for over 20 years. By passenger volume, it is the 13th largest customer, making it a meaningful, though not top-tier, launch partner. T2RL believes the airline is right sized in this context, as it brings enough passenger volume and operational complexity to stress test the platform, without the outsized influence that Navitaire's largest customers might exert.

First View: Navitaire Announces Stratos Launch Customer

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THE SPECULATION

It is reasonably common for early-adopters to gain influence over product direction. Therefore, TUI Airlines is likely well-positioned to shape Stratos' functional priorities as Navitaire refines the platform in production. Whether it has sufficient internal scale and organisational focus to capitalise on that influence remains an open question.

T2RL has observed a trend of upward price adjustment for new retailing technology. Amadeus has indicated pricing differentials of around 15% between legacy (Altea) and next-generation (Nevio) platforms. It would be surprising if Navitaire were immune to this economic logic. TUI Airlines' early adoption may have come with more favourable commercial terms to sweeten the deal. It is notable that Ryanair, Navitaire's largest customer, chose not to act as the Stratos launch airline, despite reaffirming its relationship with Navitaire in May 2025. This may indicate that Ryanair's current contract horizon concludes before the planned retirement of New Skies, or that it is unwilling to absorb the burden of being the initial production deployment.

It will be interesting if an LCC closely tied to an Amadeus Altea or Nevio customer adopts Stratos. In principle the move to OOSD should mean more commonality between network and LCC systems. That Amadeus seems to be keeping its platforms distinct as they move towards OOSD suggests that it continues to value addressing the two segments separately. It may be there are still different technology requirements between network airlines and LCCs (and willingness to pay for some of those requirements) or perhaps Amadeus feels a need to do that given the case that it made to regulators when it was allowed to acquire Navitaire. Even more telling would be a decision by an Altea airline to migrate directly to Stratos. An Altea-to-Stratos move would erode the logic of ongoing segmentation.

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